

Message Text

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SUBJECT: HEALTH CARE MARKET IN GULF AREA

REF: MANAMA 1110, 1111, AND 1112 ; DOHA 616

1. REFTELS CONVEY TRADE OPPORTUNITIES RELATED TO NEW HOSPITAL. OTHER RECENT MESSAGES INDICATE THAT THERE ARE SEVERAL MORE NEW OR EXPANDED MEDICAL FACILITIES IN THIS REGION. IN ADDITION TO THE HOSPITAL IN BAHRAIN REFTEL, THE GOVERNMENT CENTRAL HOSPITAL AT SALMANIYA IS NEARING COMPLETION. AS BAHRAIN'S HOSPITALS, AND WE UNDERSTAND MOST OTHERS NEARBY, ARE IN FINAL CONSTRUCTION OR EARLY OPERATIONS STAGE, A START TOWARD PLANNING FOR A TRADE PROMOTION EVENT WITH THE USUAL LONGLEAD TIME WILL MISS MUCH OF THE MARKET. THIS MARKET SECTOR IN PARTICULAR WOULD REQUIRE A VISIT RATHER THAN CORRESPONDENCE OR TRYING TO SEND BAHRAINIS TO THE MARCH 79 TM TO SAUDI, WE WOULD

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APPRECIATE WASHINGTON REACTION AND ANY IDEAS OF INFO ADDRESSEES ON HOW WE MIGHT GET A PIECE OF THE ACTION.

2. IF THE MARKET WE SUSPECT IS PRESENT IN THIS REGION, USDOC MIGHT ALERT ANY TRADE MISSIONS TO OTHER REGIONS OR OTHER BUSINESS TRAVELERS IN MEDICAL GOODS AND SERVICES

OF THE OPPORTUNITIES HERE. USDOC MIGHT ALSO WISH TO CONVEY A SPECIAL NOTICE TO TOPS SUBSCRIBERS OF THE OPPORTUNITIES WE SEE AND THAT POSTS WOULD BE HAPPY TO ASSIST INDIVIDUAL VISITORS. IF A FEW FIRMS PLANNED TO VIST BAHRAIN SIMULTANEOUSLY, WE WOULD NOT BE ADVERSE TO ARRANGING AN AD HOC, MINI-TRADE MISSION.

3. FOR BAHRAIN WE ARE UNABLE TO PROVIDE A DOLLAR FIGURE OF MARKET POTENTIAL BUT CAN DESCRIBE SOME OF THE FACILITIES TO BE COMPLETED OR MODERNIZED IN THE NEAR FUTURE. THE SALMANIYA MEDICAL CENTER WILL PROVIDE OVER 900 BEDS IN ONE COMPOUND BY LATE 1978, PROVIDING ALL THE COUNTRY'S PUBLIC SECONDARY AND TERTIARY MEDICAL CARE. THE NEW AMIN BUILDING, TO BE COMMISSIONED IN AUGUST 1978, WILL HAVE IN ADDITION TO PATIENT'S WARDS AND ROOMS, TWO INTENSIVE CARE UNITS, SIX MODERN OPERATING THEATRES, EXPANDED X-RAY AND LAB FACILITIES AND AN ENLARGED ACCIDENT AND EMERGENCY UNIT WITH ITS SEPARATE THEATRES. THE GOB NOW HAS THREE AND WILL BUILD TEN MORE REGIONAL CLINICS WHCIH WILL PROVIDE THE PRIMARY MEDICAL CARE FOR BAHRAIN. THE BAHRAIN INTERNATIONAL HOSPITAL IS A PRIVATE ENTERPRISE DEVELOPMENT TO PROVIDE A REGIONAL DIAGNOSTIC CLINIC AND HOSPITAL WHICH IS INTENDED TO SERVE THE SAME UNIQUE POSITION IN THIS REGION WHICH WAS HELD BY THE MAYO CLINIC IN THE UNITED STATES TWO DECADES AGO. THIS HOSPITAL IS OPENING IN STAGES NOW WITH THE VERY LATEST MEDICAL
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TECHNOLOGY INCLUDING COMPUTERIZED DIAGNOSTIC ASSISTANCE. ALTHOUGH ALL OF THESE FACILITIES ARE WELL ALONG, THERE IS STILL A MARKET FOR LATER STAGES OF DEVELOPMENT SUCH AS CARDIAC UNITS, PULMONARY UNITS AND ALL OF THE MEDICAL CONSUMABLES. HOSPITAL LAUNDRY, CATERING AND MANAGEMENT SERVICES COULD FIND A SMALL MARKET IN BAHRAIN.
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